



Operating Protocol & Procedure

Details:

Number: 702

Title: Media Requests & Press Releases

Category: Marketing & Communications

Office of Primary Responsibility: Marketing & Communications Department

Approval Date: 8/31/15

Effective Date: 8/31/15

Revised: 12/9/24

Reviewed: December 2024

Purpose:

To provide guidelines on how to properly handle requests for information from the media and to distribute information about college initiatives and events to the media.

Applicability:

College employees and student groups

Definitions:

None

References:

None

Attachments:

None

Operating Protocol:

As the main voice of the college, the Marketing & Communications Department handles all requests for comment or information by the media to ensure an accurate and timely response. In addition, the Marketing & Communications Department is the only college department authorized to issue press releases and other requests for media coverage on behalf of the college. An extensive list of television, radio, and newspaper media in the PCC service area is maintained by the Marketing & Communications Department for the distribution of announcements and press releases.

Procedure:

In the event that a faculty or staff member is contacted by the media, they should refer the request to the Director of Public Relations (719-549-3053) or the Executive Director of Marketing & Communications (719-

549-3226). Employees are not authorized to speak on behalf of the college without first receiving approval from the Marketing & Communications Department.

If the nature of the request is urgent and the Public Relations Director or the Marketing & Communications Executive Director cannot be reached, staff members should refer the request to the President's Office.

Staff and faculty should notify the Marketing & Communications Department of newsworthy information, initiatives, and events so the news can be shared with the relevant audience(s). The Public Relations Director and/or the Marketing & Communications Executive Director will determine what level of publicity is appropriate.